

## No GOUGE Act of 2025

President Trump is clearly not laser-focused on the cost of living, in contrast to what he promised the American people in his first days in office. He is actually making it worse, with chaotic tariffs that are driving up prices for consumers and independent businesses who are at the mercy of price gouging by the largest corporations. According to the Yale Budget Lab, Americans could be forced to spend over \$5,000 more per year due to rising grocery prices as a result of President Trump's tariffs.

The American people have caught on – nearly two-thirds of Americans believe the president is simply not doing enough to address high prices.

Large companies like Walmart have already said they will raise prices in response to the tariffs, and corporate investor calls are gleeful over the “pricing power” they now have thanks to President Trump's tariffs. The CEO of one children's toy company suggested that they are exploring the “upper limit” on price hikes, saying they now have “permission to push prices even higher.” Some companies are even hiring “price optimization consultants” who can advise them on how to take advantage of the market conditions President Trump's tariffs have created to hike prices on consumers to the max – and keep them high. And a survey released by the Federal Reserve Bank of New York this summer showed that many companies have raised prices on non-tariffed goods and confirmed that companies are taking advantage of the market conditions created by President Trump's tariffs to hike prices on non-tariffed goods.

President Trump launched these tariffs without any apparent plan for dealing with companies who want to use the chaos to price gouge Americans already struggling with the high cost of living. We saw the same phenomenon during and after the COVID-19 pandemic, and we are seeing signs of the same behavior now – and companies are saying it out loud.

The *No Gratuitous Overcharging for Ubiquitous Global Exports (No GOUGE) Act*:

- **Prohibits price gouging by the largest corporations.** The bill establishes a ban on using tariffs as a pretext for price gouging on consumers and other businesses, with a focus on massive companies with outsize influence and leverage in the market.
- **Protects small businesses from unnecessary burdens.** Small businesses—businesses earning less than \$100 million in gross revenue in a given year—are exempted from the ban, a recognition of the harm and chaos that President Trump's tariffs have caused for small businesses.
- **Creates multiple pathways for enforcement.** Under the bill, the Federal Trade Commission (FTC) and state attorneys general are empowered to investigate and seek relief when companies use tariffs as cover to price gouge consumers and small businesses. The FTC can initiate investigations unilaterally or based on consumer reports.
- **Requires reporting on the impact of tariffs and of enforcement of the bill on the prices of consumer goods.**